Joseph F. Cullman, 3rd, receives Cross of Chevalier du Merite, Commercial et Industriel from the French government.

April
Pal stainless-steel injector blades introduced.

Clark Brothers Chewing Gum Company acquired by Philip Morris.

Philip Morris Inc., holds its first Derby Festival in Louisville, Kentucky.

Paxton test-marketed in New England and Middle Atlantic States, Ohio and Hawaii.

Philip Morris Inc., receives President's ''E'' Award from Franklin D. Roosevelt, Jr., Under Secretary of Commerce.

June
Pal and Personna stainless-steel blades launched nationally.

Paxton goes national.

September
Philip Morris Inc., makes tennis film narrated by Chris Schenkel and Roy Emerson.

Saratoga test-marketed in Seattle, Washington.

Field and Stream pipe tobacco introduced.

Paxton introduced in Puerto Rico.

Multifilter is introduced in Humiflex plastic package.

October
Alpine coupon-redemption program instituted.

December
King-size English Ovals marketed.

Fabriques de Tabac Reunies, S.A., Switzerland, becomes first Philip Morris cigarette manufacturing affiliate in Europe.

1964
Maxim freeze-dried coffee is introduced by General Foods Corporation.

** Kraft Kuchenland cake mixes are introduced in Germany.

**Kraft S.p.A. is formed in Italy.

General Foods Corporation establishes a joint venture to produce soluble coffee in Puerto Rico.

January
Surgeon General's Report on ''Smoking and Health'' is issued.

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Source: https://www.industrydocuments.ucsf.edu/docs/kfbl0000

Johnny marks his 30th anniversary with Philip Morris.

February
Agreement signed with Ruder & Finn, public relations firm.

March
Philip Morris Multifilter with a charcoal filter introduced.

April
Galaxy cigarettes introduced with redemption coupon.

Philip Morris Inc., dedicates the first building of the Operations Center in Richmond.

May
Benson & Hedges Little Filter cigars introduced.

July
Parliament comes out with a charcoal filter.

September
Premier of ''Great Moments in the History of Tennis'' sponsored by Philip Morris.

1965
** Kraft individually wrapped slices are introduced.

**Kraft Foods Division of National Dairy Products Corporation acquires Fromagerie Franco-Suisse "Le Ski" S.A. (est. 1939) of Brussels, Belgium.

** Miracle Whip salad dressing is introduced in Venezuela and the Philippines.

** Philadelphia Brand cream cheese, Cheez Whiz pasteurized process cheese spread and Kraft DeLuxe process cheese slices are produced in Venezuela for the first time.

**Kraft Foods de Mexico acquires the business and assets of Industrias Carrancedo S.A. (est. 1931) of Mexico City.

Post Honeycomb cereal is introduced by General Foods Corporation.

Oscar Mayer & Co. purchases pork-processing plant in Perry, Iowa.

''Pop and Op'' exhibition of 65 graphics is circulated by the American Federation of Arts and sponsored by Philip Morris Incorporated.

January
Marlboro production begins in France under a licensing agreement signed with SEITA, the French tobacco monopoly.

Self-imposed cigarette advertising code goes into effect, by which the companies, voluntarily and individually, agree not to promote cigarettes to

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Source: https://www.industrydocuments.ucsf.edu/docs/kfbl0000

young people and to avoid implying that smoking has health benefits or is essential to social prominence.

April
''Teaberry Shuffle'' ads promote Clark's Gum.

May
Philip Morris de Puerto Rico becomes an affiliate.

Milprint, Inc., Nicolet Paper Co., and Polymer Industries, Inc., combine to form the Industrial Products Division, predecessor of Philip Morris Industrial. Fred M. Stefan named President of the new division.

November
Harold Thorkilsen appointed President of American Safety Razor.

December
Gemini space food packaging developed by Milprint.

1966
**Kraft Cheese Co. Ltd. of England acquires Brains Food Products Limited (est. 1949) of Bristol, widening the company's product base to include frozen foods.

** Miracle Whip salad dressing is test marketed in Australia.

** Kraft mayonnaise and sandwich spread are introduced in the Philippines.

W.R. Grace & Co. purchases 53% of the Miller family stock.

Miller adds two brewing plants -- in Azusa, California and Fort Worth, Texas.

January
Federal Cigarette Labeling Act goes into effect, requiring cigarette companies to include on all packages the words ''Caution: Cigarette Smoking May Be Hazardous to Your Health''.

Hugh Cullman elected Executive Vice President of Philip Morris Inc.

April
Marlboro Menthol cigarettes introduced.

May
Joseph F. Cullman, 3rd, President of Philip Morris Inc., named to Tobacco Hall of Fame.

June
License agreement signed with Superior Tobacco Company, N.V., Netherlands Antilles.

September
Massalin y Celasco S.A.C.e.I. joins Philip Morris Latin American operations as affiliate in Argentina.

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Source: https://www.industrydocuments.ucsf.edu/docs/kfbl0000

Benson & Hedges 100's, menthol and regular, introduced nationally.

1967
** Miracle Whip salad dressing is introduced in England.

** Parkay margarine is introduced in Mexico.

The first entirely new Oscar Mayer & Co. plant since 1888 is opened in Beardstown, Illinois.

January
Corporate structure of Philip Morris reorganized to create Philip Morris Incorporated and three operating companies: Philip Morris Domestic, Philip Morris International, and Philip Morris Industrial.

Joseph F. Cullman, 3rd, appointed Chairman of the Board and Chief Executive Officer of Philip Morris Incorporated.
George Weissman appointed President and Chief Operating Officer of Philip Morris Incorporated.
Hugh Cullman appointed President of Philip Morris International.
Fred M. Stefan appointed President of Philip Morris Industrial.
Ross R. Millhiser appointed President of Philip Morris Domestic.

April
Kwara Tobacco Company of Ilorin, Nigeria, becomes Philip Morris affiliate (later renamed Philip Morris Nigeria Ltd.).

June
Marlboro 100's launched nationally in the Gold Pack.

September
Marlboro 100's introduced in the flip-top box.

1968
** Light n' Lively lowfat yogurt is introduced in test markets.

**Kraft manufactures and distributes a soft margarine, Soft Parkay in Mexico -- the first company in Latin America to do so.

** Miracle Whip salad dressing is introduced in Belgium.

**Kraft Foods Company sponsors the U.S. team at the International Culinary Competition.

Philip Morris Domestic changes its name to Philip Morris U.S.A.

February
Koch Convertograph Co. acquired by Philip Morris Industrial. Renamed Koch Label Co.

Virginia Slims test-marketed in San Francisco.

August
Philip Morris acquires Godfrey Phillips Ltd., a British holding company, thereby obtaining interests in Godfrey Phillips India Ltd., Premier Tobacco

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Source: https://www.industrydocuments.ucsf.edu/docs/kfbl0000

Industries Ltd., Pakistan, and Godfrey Phillips New Zealand (later renamed Philip Morris (New Zealand) Ltd.).

September
Virginia Slims marketed nationally.

1969
**National Dairy Products Corporation changes its corporate name to Kraftco Corporation to reflect that the company markets more than dairy products. Kraft Foods Company, Division of National Dairy Products Corporation, becomes Kraft Foods, Division of Kraftco Corporation. Kraftco's shares are traded on exchanges in Antwerp and Brussels, Belgium; Basel, Berne, Geneva, Lausanne and Zurich, Switzerland; Frankfurt/Main; London; Montreal; and Toronto.

** Light n' Lively lowfat yogurt and ice milk are introduced.

** Kraft mayonnaise and Velveta pasteurized process cheese spread are introduced in Spain.

**Kraft Foods Division acquires Dowdall, O'Mahoney & Co. Ltd. (est. 1905) of Cork, Ireland.

Miller Beer changes its famous slogan from ''The Champagne of Bottle Beers'' to ''The Champagne of Beers''.

January
Philip Morris Inc., reports that operating revenues for 1968 exceeded $1 billion for the first time.

February
Philip Morris Holland B.V. joins network of international affiliates.

May
License agreement signed for manufacture of cigarettes in Bolivia.

Philip Morris Sweden AB created as an affiliate.

June
Philip Morris Inc., acquires 53% ownership of Miller Brewing Company from W.R. Grace & Co.

July
E. Leon Jimenes, C. por A., becomes Philip Morris affiliate in the Dominican Republic.

October
License agreement signed with Fabrika Duvana Sarajevo, Yugoslavia, for the manufacture of Marlboro.

1970
Post Pebbles breakfast cereal introduced by General Foods Corporation.

Oscar Mayer & Co. purchases Claussen Pickle Co. of Woodstock, Illinois.

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Source: https://www.industrydocuments.ucsf.edu/docs/kfbl0000

January
Philip Morris U.S. distributorship of Flavor Tree Food Products (Kit Kat, Coffee Crisp, etc.) terminated.

February
Marlboro 100's red pack test-marketed in Seattle and Spokane, Washington.

March
Philip Morris GmbH started up as affiliate in West Germany.

June
Philip Morris Inc., effects whole ownership of Miller Brewing by purchasing outstanding 47% of stock from De Rance Foundation in Milwaukee.

August
Face Guard razor blades test-marketed.

September
First Virginia Slims tennis tournament takes place in Houston, Texas.

October
Marlboro 100's (ventilated filter) introduced.

Parliament 80/85 charcoal filter marketed.

December
Plainwell Paper Co., Inc., acquired by Philip Morris Industrial.

Proveedora Ecuatoriana S.A., Ecuador, formed as a marketing affiliate.

Cigarette companies voluntarily agree to display ''tar'' and nicotine data in all advertising.

1971
Oscar Mayer & Co. becomes the first major meat processor to use open dating on packages so consumers can be aware of when product has passed its peak of freshness.

January
Cigarette television and radio advertising ban goes into effect.

February
Personna '74 tungsten steel blade distributed nationally.

May
Contract signed in Spain for the purchase of companies which later become affiliates Philip Morris Espana, S.A., and Philip Morris Iberica, S.A.

June
Armstrong Coated Products acquired by Philip Morris Industrial.

September
John A. Murphy elected Chief Executive Office of Miller Brewing Company.
October

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Source: https://www.industrydocuments.ucsf.edu/docs/kfbl0000

License agreement signed with Cia Colombiana de Tabaco, Colombia.

November
Philip Morris France S.A., marketing affiliate, established.

Weltab S.A., Belgium, becomes a Philip Morris affiliate.

Lindeman (Holdings) Ltd., a wine company, becomes a subsidiary of Philip Morris (Australia) Ltd., P.T. Philip Morris Indonesia set up as an affiliate.

General Foods Corporation acquires Victor TH. Engwall & Co., KB, Sweden's largest coffee company (Gevalia brand), which also markets Kockens spices.

A new Oscar Mayer & Co. plant opens in Nashville.

1972
Marlboro Lights introduced.

Parliament 100's with charcoal filter go national.

Cigarette manufacturers are required to include health warnings on all advertising, direct mail, and point-of-sale material.

Face Guard expands to national distribution.

Personna floating head razor (injector) goes on the market.

**Kraftco Corporation headquarters moves from New York City to Glenview, Ill., a northern Chicago suburb.

Tabacalera Nacional, S.A., of Panama, a licensee since 1956, becomes a Philip Morris affiliate.

August
Flicker Ladies' Shaver introduced in test markets.

September
Philip Morris Inc., acquires 100% of Mission Viejo Company, a community development and home-building firm.

December
License agreement signed with Japan Tobacco and Salt Public Corp. and Federal Tobacco Ltd., Trinidad and Tobago, for the manufacture of Marlboro.

Wikolin Polymer Chemie GmbH, Germany, acquired by Philip Morris Industrial.

Marlboro ends the year as the world's best-selling cigarette.

1973
**Squeeze Parkay margarine, an industry first, is introduced.

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Source: https://www.industrydocuments.ucsf.edu/docs/kfbl0000

Oscar Mayer & Co. is the first in the food industry to start printing the Universal Product Code on product labels. The company also begins incorporating nutritional information on its product labels.

**Kraft acquires the Universal Packaging Corporation of Bow, NH, a manufacturer of paper containers and flexible packaging materials.

January
Philip Morris Inc.'s 1972 operating revenues surpass $2 billion for the first time.

March
The new Philip Morris Richmond Manufacturing Center makes its first cigarettes.

April
Personna Double II razor with twin double-edge blades introduced.

Lightfoot Company, soap manufacturers, dissolved by Philip Morris.

Clark Gum Company is sold by Philip Morris Inc.

Mrs. Margaret B. Young, member of Philip Morris Board of Directors, is appointed United States delegate to the 28th session of the United Nations General Assembly.

The Tobacco Research Center Tower in Richmond, Virginia, is dedicated.

May
The Civil Aeronautics Board orders commercial airlines to separate smokers and nonsmokers.

Tabacalera Andina, S.A., established as a manufacturing affiliate in Ecuador.

Surtech Coating Co. formed by Philip Morris Industrial.

July
Tabacalera S.A., Spain, announces it is a partner with Philip Morris in Philip Morris Espana, S.A., and Philip Morris Iberica, S.A.

September
First Marlboro Cup (thoroughbred horse-racing) is won by Secretariat.

License agreement signed with Agros, the National Company for Exterior Commerce, and ZPT, the Polish cigarette industry, for the manufacture and marketing of Marlboro.

October
Miller announces plans for a $16 million aluminum-can plant to be built in Milwaukee.

General Foods Corporation forms a joint venture with Ajinomoto Co., Inc., (Ajinomoto General Foods, Inc.) in Japan.

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Source: https://www.industrydocuments.ucsf.edu/docs/kfbl0000

George Weissman named Vice Chairman of the Philip Morris Board of Directors.

Ross R. Millhiser elected President of Philip Morris Incorporated.

Clifford H. Goldsmith elected President of Philip Morris U.S.A.

1974
Miller announces record sales for 1973, moving it from seventh to fifth place in the industry, and plans a $70 million brewery in Fulton, New York.

February
Philip Morris announces joint venture in Brazil with the State Development Bank of the State of Parana in forming Philip Morris Brasileira S.A. de Cigarros.

March
Philip Morris Inc., signs five-year scientific and technical cooperative agreement with the State Committee of the U.S.S.R. Council of Ministers for Science and Technology.

License agreements signed with Rothmans of Pall Mall (Malaysia) BHD and Rothmans of Pall Mall (Singapore) Pte. Ltd.

Philip Morris International, ''luxury'' premium-priced brand, launched in Europe.

June
License agreement signed with Papastratos Cigarette Manufacturing Company, Greece.

July
Mexican affiliate Cigarrera Nacional S.A. merges with La Tabacalera Mexicana, S.A. de C.V.O.

Industrial Research magazine names Richmond Research Center Tower ''Laboratory of the Year.''

Benson & Hedges (Canada) Ltd., sells Formosa Spring Brewery.

October
Philip Morris U.S.A. Operations Center is dedicated in Richmond.

Johnny, 40-year spokesman for Philip Morris, retires.

December
License agreement signed with Tabacalera, S.A., for the manufacture of Marlboro in Spain.

Miller and Lowenbrau sign licensing agreement.

1975
**Kraft International opens a new food processing and distribution center near Namur, Belgium, to serve western Europe.

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Source: https://www.industrydocuments.ucsf.edu/docs/kfbl0000

Miller begins to brew and market a domestic Lowenbrau.
Entenmann's Inc., opens bakery in Miami, Florida.

**Kraft acquires Aluminum Specialty Company of Manitowoc, WI, a manufacturer of aluminum cookware and bakeware, roller skates, and metal toys.

January
Philip Morris Inc.'s 1974 operating revenues surpass $3 billion.

Milprint Inc., subsidiary of Philip Morris Industrial, celebrates its 75th anniversary.

In Brazil, Philip Morris acquires Companhia de Fumos Santa Cruz.

February
Saratoga 120's test-marketed.

March
Lite Beer from Miller introduced nationally.

April
Saratoga 120's introduced nationally.

Miller's first aluminum-can manufacturing plant is producing 1 million cans per day.

July
Apollo-Soyuz, commemorative American-blend cigarette brand jointly developed, produced, and marketed by Philip Morris and the Soviet Union, is introduced.

September
Tabacalera Costarricense, S.A. (cigarette manufacturers), and Mendiola & Co. (distributors), Costa Rica, become Philip Morris affiliates.

American Safety Razor introduces the Lady Double II razor for women.

License agreement signed with Bulgartabac, Bulgaria, for manufacture and distribution of Marlboro.

Miller assumes full U.S. distribution rights for Lowenbrau from Lowenbrau Munich in Munich, Germany.

Construction begins on Lake Mission Viejo, California.

December
By year-end Marlboro, becomes the top-selling brand in the United States and the all-time best-seller in the world.

1976
**Kraft Foods Ltd. of England introduces Kraft individually wrapped cheese slices in cheddar and Cheshire varieties.

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Source: https://www.industrydocuments.ucsf.edu/docs/kfbl0000

A new plant in Fullerton, California, is built to process Claussen pickles.

January
Fred Stefan becomes Chairman and Chief Executive Officer of Philip Morris Industrial; William D. McCoy, Jr., becomes President and Chief Operating Officer.

Merit, ''the first low-tar cigarette with 'Enriched Flavor,'(thin)'' introduced nationally.

Philip Morris Inc. announces that consolidated operating revenues for the year exceeded $3.6 billion and its share of the domestic cigarette market increased to 23.6%.

Miller announces new sales record and moves into fourth place by increasing its share of the domestic beer market to about 8.6%.

April
Construction underway to double annual capacity of Miller's Fulton, New York, brewery from 4 million to 8 million barrels.

Commercial brewing begins at Miller's Fulton facility.

May
Aluminum-can manufacturing plants at Miller's Fort Worth, Texas, and Fulton, New York, breweries commence production.

June
Ground broken for new mid-Atlantic brewery in Eden, North Carolina.

September
Philip Morris Chairman and Chief Executive Officer Joseph F. Cullman, 3rd, agrees to unanimous request of the Board of Directors to stay on past his scheduled retirement in April 1977.

Philip Morris Inc. announces decision to maintain its corporate headquarters in New York City and to expand the New York operation by more than 40%.

Mission Viejo Company purchases the 6,600-acre Moulton Ranch near Mission Viejo, California.

October
**Kraftco Corporation becomes Kraft, Inc. The former holding company with semi-autonomous divisions is reorganized into an operating company with groups focused on specific markets.

**The Foodservice and Industrial Group is established by combining the Foodservice Division, a full-line foodservice distributor, and the Industrial Foods Division, which focuses on the food ingredients, edible oil and coffee creamer businesses.

Tabacalera de El Salvador S.A. de C.V. becomes an affiliate of Philip Morris.

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Source: https://www.industrydocuments.ucsf.edu/docs/kfbl0000

November
License agreement signed with VVB Tabakindustrie, German Democratic Republic.

December
Dun's Review cites Philip Morris as ''one of the five best-managed companies of 1976.''

William D. McCoy, Jr., President of Philip Morris Industrial, is elected Chief Executive Officer; Fred Stefan is named Chairman of the Executive Committee.

A new Oscar Mayer & Co. plant opens in Sherman, Texas.

1977
** Breyers yogurt is introduced nationally.

**Sugar Creek butter operations are sold to Beatrice Foods Co.

January
Miller announces it has moved into third place by reporting another year of record sales and the largest annual barrelage increase ever achieved in the brewing industry. Its share of the domestic market is now about 12.2%.

Merit 100's introduced nationally.

License agreement signed with Licensintorg, representing the Soviet tobacco industry.

Philip Morris Inc. announces it again had record earnings for 1976, and its consolidated operating revenues for the year exceeded $4 billion for the first time. The company registered the U.S. cigarette industry's largest gain in unit sales and increased its U.S. market share to 25.1%. The international company's share of the cigarette market outside the United States rose to 5.1%.

February
Wisconsin Tissue Mills acquired by Philip Morris Industrial.

March
Joseph F. Cullman, 3rd, is named Chief Executive Officer of the Year by Financial World magazine.

June
Philip Morris Inc., begins construction of a $34.1 million glass container plant near Auburn, New York. This facility will supply most of its production to Miller.

July
Miller announces it will increase the annual capacity of its brewery now under construction in Eden, North Carolina, to 8.8 million barrels from the 3 million initially planned.

Lake Mission Viejo, California, opens.

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Source: https://www.industrydocuments.ucsf.edu/docs/kfbl0000

August
Wisconsin Tissue Mills is awarded the Clean Water Award of the Izaak Walton League of America for its water pollution control efforts.

September
Philip Morris U.S.A. announces a $241,000 grant to North Carolina State University, the largest single corporate contribution ever received by that institution, for the endowment and support of tobacco extension and agricultural education programs.

Philip Morris Inc. announces the sale of American Safety Razor Company to a group of its employees.

Domestically-brewed Lowenbrau introduced and distributed nationally.

October
Benson & Hedges 100's Lights, a lower ''tar'' addition to Benson & Hedges 100's, is introduced nationally.

''Jasper Johns, A Retrospective Exhibition'' is organized by the Whitney Museum and sponsored by Philip Morris Incorporated.

November
Philip Morris Inc., declares its 200th consecutive regular quarterly dividend.

Miller breaks ground in Irwindale, California, for a new brewery with a capacity of 5 million barrels a year. The Irwindale Brewery will replace the Azusa Brewery when completed.

1978
January
Miller reports 24.2 million barrels of beer were shipped in 1977, a 31.6% increase over 1976. This gain greatly exceeded the industry's increase of 4.4%. The company moved into second place in the United States brewing industry by increasing its domestic market share to about 15.4%.

Miller announces plans to build a $37.5 million aluminum-can manufacturing plant in Reidsville, North Carolina.

For the 24th consecutive year, Philip Morris Inc. announces record revenues and earnings. Its consolidated operating revenues surpassed the $5 billion mark, and the company registered the cigarette industry's largest gain in unit sales for the 11th straight year. Its domestic market share increased to 26.2%, and the international company's share rose to about 5.2%.

Marlboro Lights 100's introduced nationally.

February
License agreement is signed with Dohanzipari Vallaltok Trostje and Monimpex, Hungary.

March

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Source: https://www.industrydocuments.ucsf.edu/docs/kfbl0000

Philip Morris U.S.A. announces plans to construct a major new cigarette-manufacturing facility in 1979 on a 2,100-acre tract of land between Charlotte and Concord in Cabarrus County, North Carolina.

April
A new $247 million brewery to be located in Albany, Georgia, is announced by the Miller Brewing Company. It will have an annual capacity of 10 million barrels.

Philip Morris Inc., makes a grant of $1 million (payable over five years) to Yale University's Graduate School of Organization and Management for the establishment of a Philip Morris Chair in Marketing in honor of Joseph F. Cullman, 3rd.

May
License agreement is signed with Industria Montanya, Andorra.

Philip Morris Inc. announces a tender offer for The Seven-Up Company, and subsequently reaches an understanding with the management of Seven-Up for the combination of the two companies. As a result of the tender offer, Philip Morris acquires 97% of Seven-Up common stock and merges Seven-Up into a wholly-owned subsidiary which assumes the Seven-Up name. Seven-Up now becomes the sixth Philip Morris operating company.

June
Philip Morris Inc., buys the international cigarette business of the Liggett Group Inc.

July
Philip Morris Board of Directors elects new officers to manage the corporation, effective November 1, 1978:

George Weissman becomes Chairman of the Board and Chief Executive Officer, Philip Morris Inc.
Clifford H. Goldsmith, President.
Hugh Cullman, Group Executive Vice President, Philip Morris Inc., and Chairman and Chief Executive Officer, Philip Morris U.S.A.
John A. Murphy, Group Executive Vice President, Philip Morris Inc., and Chairman and Chief Executive Officer, Miller Brewing Company, with responsibility for Miller, The Seven-Up Company, and Mission Viejo Company.
Joseph F. Cullman, 3rd, Chairman of the Executive Committee of the Board.

New Office of the Chief Executive is created consisting of Messrs. Weissman, Millhiser, and Goldsmith.

September
License agreement is signed with Ceskoslovensky Tabakovy Prumysl, Czechoslovakia, for the manufacture and marketing of Roy.

November
Expansion underway to increase annual capacity of Miller's Fulton, New York, brewery from 8.8 million barrels to 10 million barrels.

Surtech Coating Company is liquidated by Philip Morris Industrial.

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Source: https://www.industrydocuments.ucsf.edu/docs/kfbl0000

December
Philip Morris Inc. announces plans to construct a 26-story, $50 million corporate headquarters building at the southwest corner of Park Avenue and 42nd Street in New York City.

1979
Oscar Mayer & Co. acquires Louis Rich, Inc., the nation's largest manufacturer of processed turkey products. Headquartered in Davenport, Iowa, Louis Rich has operations in Iowa, California, and North and South Carolina.

Entenmann's Inc., opens a bakery in a Chicago suburb.

Jell-O Pudding Pops, frozen pudding on a stick, are introduced in test markets by General Foods Corporation.

General Foods Corporation purchases original Roselius company (Sanka), HAG, AG, of Bremen, Germany.

January
Miller reports 31.2 million barrels of beer were shipped in 1978, a 21.1% increase over 1977. This is the largest annual barrelage gain in Miller's history. Its share of the domestic market is now about 19%.

Philip Morris Inc. announces record revenues and earnings for the 25th consecutive year, as consolidated operating revenues surpassed the $6 billion mark. The company registered the cigarette industry's largest gain in unit sales for the 12th straight year and increased its domestic market share to about 28%. The international company's share of the cigarette market outside the United States rose to about 5.5%.

Philip Morris Inc., signs an agreement with the China National Native Produce and Animal By-Products Import and Export Corporation (PRC) for the sale and distribution of United States cigarette exports in Friendship shops and tourist hotels.

Mission Viejo Company acquires the 22,000-acre Highlands Ranch south of Denver, Colorado.

February
The Board of Directors of Philip Morris Inc., declares a two-for-one split-up of the company's common stock, subject to approval by stockholders at the annual meeting, increases the quarterly dividend on the common stock by 22%, and calls for redemption of all outstanding shares of preferred stock on April 11, 1979.

The company also announces that its capital expenditure program will be somewhat in excess of $3 billion for the five-year period 1979 to 1983.

April
License agreement is signed with Tabaqueira E.P., Portugal, for the manufacture and sale of Marlboro in Portugal, Madeira, and the Azores.

May

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Source: https://www.industrydocuments.ucsf.edu/docs/kfbl0000

''A Century of Ceramics in the United States, 1878-1978,'' opens at the Everson Museum of Art, Syracuse, NY and is sponsored by Philip Morris Incorporated.

July
Philip Morris Inc. announces an investment in the cigarette manufacturing firm of Abal Hnos., S.A., Uruguay.

Philip Morris International announces that the headquarters function of Seven-Up International will move from St. Louis to the Philip Morris Incorporated offices in New York.

Tabacalera International, S.A., Chile, becomes an affiliate.

September
Philip Morris Inc., and Miller Brewing Company officially open Central New York Bottle Company in Auburn, New York. Plans are announced to invest an additional $15 million to increase capacity from its present 720 million containers annually to 990 million annually.

Philip Morris U.S.A. announces a $222,500 grant to Virginia Polytechnic Institute and State University for the support of its Extension Division and College of Agriculture and Life Sciences. This is the largest single corporate grant ever received by that institution.

October
Miller announces that expansion is underway to increase annual capacity of the Eden, North Carolina, brewery from 8.8 million to 10 million barrels.

Miller announces the start of aluminum-can manufacturing at its Reidsville, North Carolina, plant.

Virginia Slims Lights introduced nationally.

December
Philip Morris U.S.A. announces plans for construction of a $41 million, 550,000-square-foot administration building and technical center adjacent to its existing Operations Center in Richmond, Virginia.

Miller announces plans for the construction of a $411.6 million brewery to be located in Trenton, Ohio. It will have an annual capacity of 10 million barrels.

1980
**Kraft adds a second building to the Glenview headquarters complex and vacates the former Kraft Foods Division headquarters, known as the Peshtigo Court building, in downtown Chicago.

**Kraft Europe establishes the company's first European headquarters in Eschborn, Germany.

**Metro Glass business is sold to Ball Corp.

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Source: https://www.industrydocuments.ucsf.edu/docs/kfbl0000

Oscar Mayer & Co. purchases a plant in Sandusky, Ohio for its quick-frozen and prepared food products for its consumer, food service, and specialty sales divisions.

Post Fruit & Fibre cereal placed on market by General Foods Corporation.

A new prepared foods facility is completed in Caryville, Tennessee, for Oscar Mayer & Co. consumer and food service.

Miller reports that 35.8 million barrels of beer were shipped in 1979, a 14.5% increase over 1978. This increase represents the 21st consecutive year of barrelage gain for Miller and brings Miller's share of the domestic beer market to about 21%.

Commercial brewing of Miller High Life Beer begins at the new Albany, Georgia, facility, the largest brewery ever built in a single stage in the world, with an annual capacity of 10 million barrels.

Miller announces the start of commercial production at its Irwindale, California, brewery, which has an annual capacity of 5 million barrels.

Ground is broken by Miller for a $28.7 million aluminum-can manufacturing plant on a 75-acre site in Moultrie, Georgia.

Philip Morris Inc. announces the establishment of a Tobacco Technology Group, which will provide assistance and expertise to Philip Morris U.S.A. and Philip Morris International.

For the 26th consecutive year, Philip Morris Inc. announces record revenues and earnings, as consolidated operating revenues surpassed the $8 billion mark. For the 13th straight year, the company registered the U.S. cigarette industry's largest gain in unit sales, increasing its U.S. market share to 29%. The international company's share of the cigarette market outside the U.S. rose to about 6%.

April
Cambridge cigarettes are introduced nationally.

Miller celebrates its 125th anniversary.

May
Philip Morris Inc., signs an agreement with the Light Industries Corporation of the People's Republic of China for the manufacture of L&M king-size filter cigarettes in Canton's number-two cigarette factory.

Philip Morris Inc., signs an agreement with the Guangdong Tourist Supplies Corporation for the sale and distribution of L&M king-size filter cigarettes.

Philip Morris Inc. announces the funding of a new tobacco resource development program at the University of Kentucky College of Agriculture. Philip Morris has contributed more than $226,000 in grants and an endowment to expand the research and education base for burley tobacco.

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Source: https://www.industrydocuments.ucsf.edu/docs/kfbl0000

June
Seven-Up acquires exclusive North American manufacturing and marketing rights for the soft drink Vimto.

July
Miller announces opening of the new 50,000-square-foot Technical Center at its headquarters in Milwaukee.

Miller dedicates its 40th Street Pedestrian Mall and Beer Garden in Milwaukee.

**Kraft Inc.'s Humko Sheffield Chemical unit is sold to Witco Cehemical Corporation. Kraft Inc.'s Aluminum Specialty Company is also sold.

September
**Kraft, Inc. merges with Dart Industries Inc. (est. 1902 as United Drug Company) of Los Angeles to form Dart & Kraft, Inc., based in Northbrook, Ill., a Chicago suburb north of Glenview. Besides Kraft, the company includes Duracell, Tupperware, Hobart, West Bend and Wilsonart.

Marlboro Lights introduced nationally in the king-size flip-top box.

Philip Morris U.S.A. announces a grant of $80,000 to the University of Tennessee Institute of Agriculture to support tobacco extension and agricultural education programs.

Miller dedicates its Miller Brands controlled-temperature warehouse in Wauwatosa, Wisconsin.

''Edward Hopper: The Art and The Artist'' is organized by the Whitney Museum and sponsored by Philip Morris Incorporated.

October
Massalin y Celasco S.A.i.C., Argentine affiliate, Manufactura de Tobacos ''Particular'' V.F. Griego S.A., and Manufactura de Tobacos ''Imparciales'' S.A.C.I.A. merge into a new company, Massalin Particulares S.A.

Seven-Up acquires Oxnard Lemon Company.

**A Kraft Foodservice sponsored U.S. culinary team wins the top prize in the 15th international "Culinary Olympics."

November
Production of L&M cigarettes begin at Canton's number-two cigarette factory.

1981
Oscar Mayer & Co. is acquired by General Foods Corporation.

January
Miller reports that 37.3 million barrels of beer were shipped in 1980, a 4.2% increase over 1979. Lite beer became the third largest-selling brand in the United States.

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Source: https://www.industrydocuments.ucsf.edu/docs/kfbl0000

For the 27th consecutive year, Philip Morris Inc. announces record revenues and earnings, as consolidated operating revenues increased to $9.8 billion. The company again registered a record increase in unit sales, increasing its domestic market share to 31%. The international company's share of the cigarette market outside the U.S. rose to 6.2%.

Philip Morris U.S.A. announces the establishment of a merit scholarship program in agricultural education at North Carolina State University. 1981, filter and menthol, are introduced nationally.

Mission Viejo begins new home construction in Highlands Ranch, Colorado.

Milprint's Downingtown, Pennsylvania, plant is sold.

March
Philip Morris Inc. announces that spendings for its capital programs in the five-year period from 1981 to 1985 are projected to total approximately $3.5 billion, of which approximately $950 million is planned to be spent during 1981.

April
Philip Morris Inc., signs an agreement with Societe Ivoirienne des Tabac, Ivory Coast, for the licensed manufacture of Marlboro and Chesterfield.

Mission Viejo Company begins new home construction at Aliso Viejo, the community planned for the Moulton Ranch property in California.

May
Philip Morris Inc. announces the acquisition of shares and bonds of Rothmans International PLC as an investment in that company.

**Dart & Kraft Industrial Foods Division purchases The Chemical Specialties Company, formerly Atlas Chemical Industries, a plant and food emulsifier company in Memphis Tennessee. Chemical Specialties' valued trademarks include Atmos, Atmul, and Tandem.

Miller announces that its Moultrie, Georgia, container manufacturing facility has reached a production capacity of one million cans per day.

June
**Dart & Kraft sells Dominion Dairies Limited of Toronto to John Labatt Limited of London.

July
Philip Morris Germany inaugurates its expanded production facility in Berlin.

Highlands Ranch, Colorado, opens with the sale of its first homes.

August
Miller announces plans to market Magnum malt liquor in 20 states and the District of Columbia.

September

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Source: https://www.industrydocuments.ucsf.edu/docs/kfbl0000

Merit Ultra Lights 100's, regular and menthol, are introduced nationally.

Miller tops out its Trenton, Ohio, brewery.

October
Philip Morris U.S.A. introduces nationally The Merit Report: A Public Opinion Survey, a new concept in public opinion gathering.

The first families move into Mission Viejo Company's Highlands Ranch, Colorado, development.

November
Philip Morris U.S.A. announces a grant of $135,680 over a four-year period to Clemson University for an educational program to train scientists and educators who work with tobacco.

Philip Morris signs an agreement with the Eger Tobacco Factory for the licensed manufacture of Multifilter in Hungary. (A license agreement for the manufacture of Marlboro was signed in February 1978.)

''American Painting, 1930-1980'' is exhibited by the Whitney Museum of American Art for the Haus de Kunst in Munich and sponsored by Philip Morris International.

December
Milprint's South San Francisco, California, plant is sold.

1982
Entenmann's, Inc., is acquired by General Foods Corporation.

**The Foodservice and Industrial Group are separated into the Foodservice Group and the Industrial Foods Group.

**Kraft Europe moves its headquarters to Lausanne, Switzerland, from Eschborn, Germany.

January
Milprint's Freemont, Ohio, Milwaukee, and DePere, Wisconsin, plants are sold.

Miller reports that 40.3 million barrels of beer were shipped in 1981, an 8.1% increase over 1980. This increase brings Miller's share of the U.S. beer market to approximately 22%.

Philip Morris Inc. announces record revenues and earnings for the 28th consecutive year, as consolidated operating revenues increased to $10.9 billion. For the 15th consecutive year, the company registered the U.S. cigarette industry's largest gain in unit sales, increasing its U.S. market share to 31.8%. The international company's share of the cigarette market outside the U.S. rose to about 6.4%.

Philip Morris Europe/Middle East/Africa divides into two regions: Philip Morris EEC and Philip Morris EFTA, Eastern Europe, Middle East and Africa. Both regions are headquartered in Lausanne, Switzerland.

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Source: https://www.industrydocuments.ucsf.edu/docs/kfbl0000

February
Philip Morris Credit Corporation is incorporated.

Miller receives Georgia's Governor's Award in recognition of its outstanding contributions to the arts in Georgia through activities at the Albany brewery.

Philip Morris signs an agreement with Rothmans of Pall Mall Malaysia Bhd. for the licensed manufacture of Marlboro. Marlboro was previously exported to the Malaysian market.

Philip Morris Incorporated begins sponsorship of the Joffrey Ballet.

March
Philip Morris Inc. announces that expenditures for its capital programs in the five-year period 1982 through 1986 are projected to total approximately $3.5 billion, of which approximately $1 billion is planned to be spent during 1982.

The Seven-Up Company unveils a ''No Caffeine'' advertising campaign for its 7UP brand.

Philip Morris U.S.A. announces plans for construction of a $25 million, 214,000-square-foot primary processing expansion at the Maple Street manufacturing center in Louisville, Kentucky.

The Seven-Up Company introduces Like Cola, a 99% caffeine-free cola, into eight test markets across the United States.

Miller's Eden, North Carolina, brewery receives the Governor's Award in the Arts and Humanities for significant achievement and development of North Carolina's cultural resources.

April
Philip Morris signs a license agreement with the Societe J. Bastos de L'Afrique Centrale for the local production of Marlboro in the Cameroons.

May
Philip Morris signs a license agreement with Garanis and Petrides Ltd., and Cassandra Trading Ltd., Republic of Cyprus.

Construction completed at Philip Morris' cigarette-manufacturing facility at Bergen Op Zoom, in the Netherlands. The plant's annual capacity is 25 billion units.

June
The Seven-Up Company receives the Business in the Arts Award from Forbes magazine and the New York-based Business Committee for the Arts for outstanding corporate support of the arts.

The Seven-Up Company announces ''caffeine-free'' advertising thrust for its Diet 7UP brand.

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Source: https://www.industrydocuments.ucsf.edu/docs/kfbl0000

Benson & Hedges 100's DeLuxe Ultra Lights, regular and menthol, are introduced nationally.

July
The Seven-Up Company and Operation PUSH (People United to Serve Humanity) sign a $61 million economic impact trade agreement.

Miller Brewing Company and Philip Morris Inc. announce the T. Thomas Fortune fellowship for a faculty member teaching journalism or mass communications at a predominantly black college or university.

August
Miller Brewing Company and Philip Morris Inc., sign an agreement with the National Association of Black Journalists, establishing a $7,000 student internship program for a minority student majoring in journalism or mass communications.

Galaxy is launched in Uruguay.

Philip Morris U.S.A. breaks ground in Louisville for expansion of its Maple Street facility.

The Seven-Up Company begins to roll out Like Cola across the United States; first expansion market is Detroit.

Philip Morris Industrial sells the three companies that comprised the Chemical Group -- Polymer Industries, Armstrong Products Co., and Polymer Chemie GmbH.

September
The first families move into Mission Viejo Company's planned community of Aliso Viejo in Southern California.

Philip Morris U.S.A. dedicates its new Operations Center in Richmond, located near its Manufacturing and Research Centers.

The Miller Brewing Company's successful ''Miller Time'' advertising campaign is broadened to ''Welcome to Miller Time.''

October
Oregon Freeze Dry Foods Inc., dedicates its new administration building in Albany, Oregon.

The Seven-Up Company introduces Sugar Free Like Cola in six test markets.

**The Kraft sponsored "The Land" Pavilion opens at EPCOT Center.

November
Philip Morris U.S.A. announces a $617,000 grant to the University of Kentucky for the support of burley production research.

Lider is launched in Venezuela, opening up a new cigarette price category.

December

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